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# Sample Survey Questions

## Organizational Questions:

What three words would you use to describe this organization to a friend?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Is this your first visit to our organization? \_\_\_\_ Yes \_\_\_\_ No

If no, how many times do you usually visit each year?

\_\_\_\_ Less than once a year \_\_\_\_ 2 or 3 times \_\_\_\_ 4 or 5 times \_\_\_\_ More than 5 times

Would you recommend it to a friend or relative? \_\_\_\_ Yes \_\_\_\_ No

Are you a member? \_\_\_\_ Yes \_\_\_\_ No \_\_\_\_ In the past, but not now

Have you ever visited this our organization for any of the following activities?

(Check all that apply)

- |                       |                |                         |
|-----------------------|----------------|-------------------------|
| ____ A special event  | ____ A concert | ____ A guided tour      |
| ____ A family program | ____ A lecture | ____ A studio class     |
| ____ Our gift shop    | ____ A film    | ____ Restaurant or cafe |

Other (specify) \_\_\_\_\_

What motivated you to visit our museum today? (Please select three choices in rank order. A ranking of "1" indicates your first choice, "2" your second choice, and "3" your third choice.)

- |  |  |
|--|--|
| ____ a. See a particular exhibition. Which one (specify) _____ |  |
| ____ b. Attend a particular program. Which one (specify) _____ |  |
| ____ c. Visit the entire museum                                |  |
| ____ d. Visit the museum shop                                  | ____ i. Spend time with friends        |
| ____ e. Visit the cafe/restaurant                              | ____ j. Spend time with family         |
| ____ f. Take advantage of a free admission day                 | ____ k. Entertain out-of-town visitors |
| ____ g. Enjoy a spiritual experience                           | ____ l. Enjoyed a past visit           |
| ____ h. Conduct research/do a school assignment                | ____ m. Other (specify) _____          |

What would encourage you to come back to this organization? (For example, a family day, extended hours, discount, etc.)

Did anything interfere with your ability to enjoy your visit today? \_\_\_\_ Yes \_\_\_\_ No

If YES, please specify:

Did you have contact with any of the following staff during your visit? If yes, how welcome did they make you feel? (Circle a number)

	Yes	No	Not welcome			Very welcome	
Ticket seller	_____	_____	1	2	3	4	5
Usher	_____	_____	1	2	3	4	5
Security guard	_____	_____	1	2	3	4	5
Tour guide	_____	_____	1	2	3	4	5
Bar/restaurant staff	_____	_____	1	2	3	4	5
Gift shop staff	_____	_____	1	2	3	4	5
Other (specify) _____			1	2	3	4	5

## Profiling Questions:

What is your primary reason for being in Austin?

My highest level of education is:

- ☐ High School  
☐ Attended College  
☐ Undergraduate Degree  
☐ Graduate School

My annual household income is:

- ☐ Under \$20,000  
☐ \$20,000-\$45,000  
☐ \$45,000-\$65,000  
☐ \$65,000-\$90,000  
☐ \$90,000-\$125,000  
☐ \$125,000 plus  
☐ Prefer not to say

Are you a local (Austin, San Marcos, Round Rock) resident? ☐ Yes ☐ No

If other than above, where are you from? \_\_\_\_\_

Where did you stay last night? ☐ Hotel/Motel ☐ Friends/family ☐ RV ☐ Other

Where will you stay tonight? ☐ Hotel/Motel ☐ Friends/family ☐ RV ☐ Other

Are you traveling with children? ☐ Yes ☐ No

If yes, how many? \_\_\_\_\_ Ages of children? \_\_\_\_\_

Is our organization your only tourist destination today? ☐ Yes ☐ No

If no, name others \_\_\_\_\_

Do you regularly visit arts organizations when traveling? \_\_\_\_ Yes \_\_\_\_ No

When you arrived here today, were you traveling  
\_\_\_\_ North (toward Georgetown) or \_\_\_\_ South (toward San Marcos)  
When you leave, will you travel \_\_\_\_ North or \_\_\_\_ South?

How did you hear about us?

\_\_\_\_ Internet  
\_\_\_\_ Drove by  
\_\_\_\_ Friends/family  
\_\_\_\_ School  
\_\_\_\_ Travel guide book/agent  
\_\_\_\_ Newspaper/magazines  
\_\_\_\_ Brochures/pamphlets  
\_\_\_\_ Other (explain)

As a child, did you ever visit a museum with:

your family? \_\_\_\_ Yes \_\_\_\_ No      If yes, how often? \_\_\_\_ Frequently \_\_\_\_ Seldom  
\_\_\_\_ Rarely  
your school? \_\_\_\_ Yes \_\_\_\_ No      If yes, how often? \_\_\_\_ Frequently \_\_\_\_ Seldom  
\_\_\_\_ Rarely

## Program or Event Questions

How long ago did you make plans to visit our organization?

\_\_\_\_ Months ago  
\_\_\_\_ Weeks ago  
\_\_\_\_ In the last few days

Where did you hear about tonight's show?

\_\_\_\_ Friends  
\_\_\_\_ Posters  
\_\_\_\_ Flyers/brochures  
\_\_\_\_ Newspaper  
\_\_\_\_ Website  
\_\_\_\_ Radio ads  
\_\_\_\_ TV ads  
\_\_\_\_ Events calendars

Did you feel the ticket price of \$10.00 for tonight's event was:

\_\_\_\_ too low  
\_\_\_\_ reasonable  
\_\_\_\_ too high

Would you have paid \$15.00? \_\_\_\_ Yes \_\_\_\_ No

Would you have paid \$20.00? \_\_\_\_ Yes \_\_\_\_ No

How do you feel about tonight's event?

- ☐ Delighted  
☐ Satisfied  
☐ Mixed  
☐ Disappointed

What did you do while you were at the museum today? (Check all that apply)

- ☐ a. Saw a particular exhibition. Which one (specify) \_\_\_\_\_  
☐ b. Attended a particular program. Which one (specify) \_\_\_\_\_  
☐ c. Visited the entire museum  
☐ d. Visited the cafe or restaurant  
☐ e. Conducted research/did a school assignment  
☐ f. Visited the museum shop  
☐ g. Other (specify) \_\_\_\_\_

Did you use an interpretive aid today? ☐ Yes ☐ No

If you did not use any interpretive aids today, why not?

- ☐ Didn't know they existed  
☐ Not comfortable using technology  
☐ Rental cost was too high  
☐ Audiotapes required a specific route  
☐ Other

(specify) \_\_\_\_\_

	Not at all			Very much	
To what extent did today's event meet your expectations?	1	2	3	4	5
How much did you enjoy the program?	1	2	3	4	5
How likely are you to come back for other program within the next twelve months?	Not at all likely 1	2	3	4	Highly likely 5

## Educational Program Questions

Which pre-visit materials did you use?

- ☐ Before your visit  
☐ Etiquette and manners  
☐ Hands-on activities  
☐ Video  
☐ Teacher's guide

Was the overall level appropriate for your class? ☐ Yes ☐ No

Were your students prepared for our visit to your school today? ☐ Yes ☐ No

In preparing for the tour, overall these materials were:

\_\_\_\_ Very useful \_\_\_\_ Fairly useful \_\_\_\_ Of no use

Were the activities easily integrated into your classroom schedule? If no, why not?

Was the performance for your students at the appropriate level? \_\_\_\_ Yes \_\_\_\_ No

Did the performance stay within the specific timeframe? \_\_\_\_ Yes \_\_\_\_ No

Were the performers friendly and professional? \_\_\_\_ Yes \_\_\_\_ No

The docent was warm, friendly and genuinely interested in my students.

\_\_\_\_ Always \_\_\_\_ Mostly \_\_\_\_ Somewhat \_\_\_\_ Not at all

The docent kept the class interested in the art.

\_\_\_\_ Always \_\_\_\_ Mostly \_\_\_\_ Somewhat \_\_\_\_ Not at all

The docent encouraged students' participation and worked from their comments.

\_\_\_\_ Always \_\_\_\_ Mostly \_\_\_\_ Somewhat \_\_\_\_ Not at all

The information was at the right level for my students.

\_\_\_\_ Always \_\_\_\_ Mostly \_\_\_\_ Somewhat \_\_\_\_ Not at all

Would you recommend any changes in the tour?

Which follow-up activities did you use?

\_\_\_\_ Writing and Art

\_\_\_\_ Creating Art

Overall was the level of the activities appropriate for your class? \_\_\_\_ Yes \_\_\_\_ No

Who paid for the admission fee?

☐ School ☐ Students ☐ PTA/PTO ☐ Fundraiser ☐ Other \_\_\_\_\_

How many field trips is your class taking this school year? \_\_\_\_\_

What other locations are you visiting? \_\_\_\_\_

Please rate the following by circling a number:

Excellent

Poor

The written materials were overall

1 2 3 4

a. Appropriate to the grade level

1 2 3 4

b. Encouraged critical and creative thinking

1 2 3 4

c. Maintained students' interest

1 2 3 4

d. Helped students understand the art

1 2 3 4

e. Helped prepare students for visit

1 2 3 4

f. Relevant to your curriculum

1 2 3 4